

# 2014 FARM VENDOR HANDBOOK



# Farm Vendor Handbook

## With Market Information & Guidelines

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# Part 1. Introduction

## A. Our History

The Market began on July 26, 1975 in Third Street Park with 23 vendors and continued there until it outgrew the location in 1982. At that time it moved to the Courthouse Square, where it remained until the renovation of the Courthouse necessitated its move in 1984 to the parking lot at Sixth and Lincoln.

In 1998, its 24th season, it moved to a permanent location at Showers Common, a covered site designed specifically to house the Market. In 1999 the Tuesday Market opened on the Showers Plaza and in 2008 it moved to Sixth and Madison Streets. The Holiday Market was introduced in 2003 on the Saturday after Thanksgiving. The November Market began in 2004 to extend the Saturday Market season. In 2005 the Market season was further expanded to open a month early, in April.

Through its 40 years in existence, the Market has enriched the life of the community by providing a place for residents and visitors to come together in a festive atmosphere, to buy local produce and other farm products from those who produce them, to listen to music, meet friends and to enjoy a relaxing time in beautiful surroundings.

## B. Our Mission

The City of Bloomington Parks and Recreation Department strives to provide the Bloomington Community Farmers' Market with an attractive venue for people to come together to buy local produce and other farm products directly from those who produce them, thereby supporting small farmers and gardeners, securing a local food source and enriching the community.

## C. Market Contact Information

### **Marcia Veldman, Market Manager**

City of Bloomington Parks and Recreation Department  
401 N. Morton St., Suite 250  
Bloomington, IN 47404  
Office: (812) 349-3738  
Fax: (812) 349-3705  
E-mail: [veldmanm@bloomington.in.gov](mailto:veldmanm@bloomington.in.gov)

### **Robin Hobson, Market Master**

Office: (812) 349-3704  
E-mail: [hobsonr@bloomington.in.gov](mailto:hobsonr@bloomington.in.gov)

### **Market day cell: (812) 327-7034**

For more information on the Bloomington Community Farmers' Market including: special events, weekly entertainment and farm vendor contracts, e-mail: [farmersmarket@bloomington.in.gov](mailto:farmersmarket@bloomington.in.gov) or visit [bloomington.in.gov/farmersmarket](http://bloomington.in.gov/farmersmarket).

## D. Market Seasons and Sites

**April Market**—The April Market will open for the 2014 season on Saturday, April 5 and continue each Saturday through April 26 from 8 am until 1 pm. The April Market will take place at Showers Common, located at 401 N. Morton St. south of City Hall.

**May–October Market**—The 2014 peak season opens Saturday, May 3 at 8 am and continues each Saturday through October 25. Hours are from 8 am until 1 pm from May through September and 9 am until 1 pm during October. The Market will take place at Showers Common.

**Tuesday Market**—The Tuesday Market will open on Tuesday, June 3 and continue each Tuesday through September 30. Hours are from 4 until 7 pm. The Tuesday Market will take place on Madison Street between 6th and 7th Streets (next to Bloomingfoods Near West Side).

**November Market**—The November Market will be held the first four Saturdays in November from 9 am until 1 pm. The November Market will take place at Showers Common.

**Holiday Market**—The Holiday Market will take place at Showers Common Saturday, November 29 from 10 am until 3 pm.

## E. Farmers' Market Advisory Council Welcomes You

The Farmers' Market Advisory Council consists of nine members representing Market vendors and customers. The Council acts in an advisory capacity to the Board of Park Commissioners and Park staff on policy matters relating to the Farmers' Market. Four Market vendors serve on the Farmers' Market Advisory Council. Contact the Advisory Council members via e-mail on the Market Web site, or through the Farmers' Market staff. Along with other Council members and Market staff, they want you to know you are always welcome to attend Advisory Council meetings. Meetings are usually held at 5:15 pm on the third Monday of each month in the Parks Conference Room, Suite 250 of City Hall. It is advisable to check with Market staff prior to the meeting in case there has been a change.

## F. Market Beet

The Market Beet, the newsletter of the City of Bloomington Community Farmers' Market, keeps Market vendors informed on issues, ideas and events important to vending at the Market and is published as needed. Upon approval of an application and contract, vendors will be added to the Market Beet mailing list. Any vendor wishing to include something in the Market Beet should inform Market staff.

# Part II. Who Can Sell, What Can Be Sold?

## A. Who Can Sell?

Vendors selected and approved to sell at Market must reside in Indiana and are expected to be consistently involved with and participate substantially in the production, including aspects like planting, cultivating, harvesting, and raising of goods permitted for sale at the Market. The ELIGIBILITY OF VENDORS section of the contract provides definitions to determine eligibility to vend. The mission of the Market is to support small farmers and these definitions provide clarification as to who is a small farmer.

Vendors who wish to sell at the Farmers' Market in 2014 are required to go through the application and selection process and to submit a complete Farm Vendor Application and Contract and the accompanying \$20 fee to the Parks and Recreation office by Monday, March 24, 2014, or if vendor wants to reserve a space these materials are due at the space reservation meeting on Monday, March 17, 2014. The application fee does not apply if all vendors on the contract are 16 years of age or younger. The information on these documents is public record. Notification of acceptance of the application will be issued to new vendors and declined applicants only.

In addition to farm vendors, prepared food vendors and art and craft vendors sell in distinct areas of the Farmer's Market as well. See page 18 for more information.

## B. What Can Be Sold?

The Bloomington Community Farmers' Market provides a venue for selected producers to sell what they raise directly to the public. The Market staff reserves the right to verify that all goods are produced in Indiana by the vendor. Vendors should contact the Market Manager or Master (at Market or via contact information on page 1) if there is reason to believe that a vendor is not producing the product he/she is selling at Market. Market staff will appraise the situation and determine the best course of action. Vendors must display legible price markers for goods offered for sale. All displayed product must be for sale, unless the item is a part of display materials.

### GOODS PERMITTED FOR SALE

The following categories of products are permitted for sale: 1. Unprocessed Farm Products, 2. Plants, 3. Value Added Foods, 4. Home Based Vendor Foods, 5. Crafted Non-Food Farm Products, 6. Crafts, 7. Grown and Prepared at Market by Vendor, 8. Pet Foods and 9. Aquaculture Foods.

In addition to distinct requirements for each category of product, the following considerations apply to all products sold at Market:

1) The following non-native plant species are locally invasive horticultural plants. These plants, **all their hybrids, cultivars and varieties** and any material produced by them are not permitted for sale at Market.

**Trees:** Norway maple (*Acer platanoides*), sawtooth oak (*Quercus acutissima*), Siberian elm (*Ulmus pumila*), and callery pear (*Pyrus calleryana*)\*

\*some of the many cultivars of callery pear include Bradford pear, Aristocrat, Cleveland Select, and Chanticleer.

**Shrubs:** Japanese barberry (*Berberis thunbergii*), autumn olive (*Eleagnus umbellata*), Russian olive (*Eleagnus angustifolia*), glossy buckthorn (*Frangula alnus* or *Rhamnus frangula*), common buckthorn (*Rhamnus cathartica*), privet (*Ligustrum obtusifolium* and *L. vulgare*), Asian bush honeysuckle (*Lonicera maackii*, *L. tatarica*, *L. morrowii*, and *L. x bella*), and burning bush (*Euonymus alatus*).

**Grasses:** reed canary grass (*Phalaris arundinacea*), Phragmites (*Phragmites australis*), and Chinese maiden grass (*Miscanthus sinensis*).

**Flowers:** crown vetch (*Coronilla varia*), dame's rocket (*Hesperis matronalis*), Japanese knotweed (*Fallopia japonica* or *Polygonum cuspidatum*), multiflora rose (*Rosa multiflora*), and purple loosestrife (*Lythrum salicaria*).

**Vines:** oriental bittersweet (*Celastrus orbiculatus*), Japanese hops (*Humulus japonica*), Japanese honeysuckle (*Lonicera japonica*), kudzu (*Pueraria montana*), English ivy (*Hedera helix*), periwinkle (*Vinca minor*), wintercreeper (*Euonymus fortunei*), and moneywort or creeping Jenny (*Lysimachia nummularia*).

2) Product that is collected on public or private lands will be closely monitored. If collecting is done on public land, vendor must obtain all necessary permits. Collecting shall be done in a way that does not diminish the propagation of the resource. No threatened or endangered plants are permitted for sale.

3) Vendors wishing to sell cultivated fruits, vegetables or nuts, from perennial plants acquired at or near maturity that require ongoing care, must seek permission from the Market Manager. Permission will be granted or denied based on a variety of factors, including vendor's demonstration of a long-term commitment and Market staff's ability to independently verify vendor's activities.

4) Citations to guidelines regulated by entities other than the City of Bloomington are for reference purposes only and do not relieve the vendor from knowing the underlying provisions.

## 1. Unprocessed Farm Products

Unprocessed Farm Products are farm products that are not processed beyond harvesting, cleaning, drying and packaging. These products include: whole, uncut fruits and vegetables, herbs, nuts, cut flowers, seeds, whole grains, cultured mushrooms, wild collected mushrooms\*, eggs\*\* and non-food animal products and plant material.

Sprouts and pokeweed, or other potentially hazardous, unprocessed farm products, are not permitted for sale.

Community Supported Agriculture (CSA) boxed shares, which are sold in advance to subscribers, may be distributed from vendor stalls, but may only contain Market eligible items produced by that vendor.

\*Five varieties of wild collected mushrooms (chanterelle, morel, oyster, hen of the woods and sulfur shelf [chicken of the woods] mushrooms) may be sold at the Saturday Market only. In order to sell these mushrooms, vendor must give prior notice to the Market Master. Mushrooms will be inspected at Market prior to sale by a qualified inspector chosen by the City of Bloomington. Vendor must give each customer buying mushrooms an information sheet about the mushroom variety being purchased. Information sheets may be obtained from the Market Master.

\*\*If selling eggs, they must be kept at 41 degrees or less, and used egg cartons may only be used if relabeled with vendor's name and address. Vendor must obtain a current egg vendor license issued by the State Egg Board. Vendor must have a Seasonal Food Vending Permit from the Monroe County Health Department. Contact information is on page 20 in the "Vendor Resources" section.

## **2. Plants**

Plants (potted, in soil blocks and bare-root) are permitted for sale with the following considerations:

1) For Annual Plants and Herb Plants (Annuals/Perennials):

- Must be grown by the vendor from seeds, cuttings or plugs.
- Purchased plant materials, other than seeds, must be grown on the vendor's premises for at least six weeks before they can be offered for sale at Market.

2) For Nursery Stock: Woody Stock, Houseplants and Perennials:

- Must be grown by the vendor from purchased seeds, seedlings, cuttings or stock, or from seeds, transplants or cuttings raised or taken by the vendor.
- Purchased plant materials, other than seeds, must be grown on the vendor's premises for at least eight weeks before they can be offered for sale at Market.

3) All containers must be utilitarian and not decorative.

4) Vendors selling any perennial plants should contact the Department of Natural Resources, Entomology Division to determine licensing and inspection needs. Contact information is on page 20 in the "Vendor Resources" section.

## **3. Value Added Foods**

Value Added Foods are processed farm products made from raw ingredients in a licensed kitchen or processing facility. These products include, but are not limited to, jams and jellies, relishes, salsa, cider, frozen/dehydrated fruits, vegetables and herbs, fresh/frozen/preserved meat, dairy products or other processed agricultural and livestock food products and wine.

### **Guidelines for Value Added Foods**

- 100% of product that can be reasonably vendor grown/raised/collected must be vendor grown/raised/collected and at least 50% of all products by volume (excluding water) must be vendor grown/raised/collected.
- Vendor must have grown/raised all animals from which meat/dairy products are obtained (except in the case of Grade A dairy products—see Value Added Foods Addendum for details).
- Foods must be prepared from scratch by the vendor in a licensed facility (with the exception of meats) and have proper labeling.
- Vendors selling value added food items, including meat and dairy, are required to sign a Value Added Foods Addendum attached to the contract, which specifies the regulatory requirements. This addendum is available from Market staff.
- Vendor must provide documentation of all necessary permits, licenses, etc. Contact information for the Monroe County Health Department is on page 20 in the "Vendor Resources" section.
- Vendor may be required to submit recipes for Value Added Foods to the Market Manager for verification that they meet the above guidelines.

## 4. Home Based Vendor Foods

Home Based Vendor Foods include some non-potentially hazardous processed farm products not requiring any permits. These products include jams and jellies (canned or frozen), made from acidic fruits; frozen/dehydrated fruits; vegetables and herbs; vinegar; maple syrup; honey; sorghum; ground grains; spices; and frozen poultry. No baked goods are permitted for sale by farm vendors as Home Based Vendor Foods.

### Guidelines for Home Based Vendor Foods

- 100% of product (with the exception of sweeteners and gelling compounds in jams and jellies) must be vendor grown/raised/collected.
- All processing and packaging must be done by the vendor and have proper labeling.
- Vendors selling home based vendor items are required to sign a Home Based Vendor Foods Addendum attached to the contract, which specifies the regulatory requirements. This addendum is available from Market staff.

## 5. Crafted Non-Food Farm Products

Crafted non-food farm products are agricultural products made with vendor-grown, raised and/or gathered products that are crafted. Three categories of items are permitted for sale and are detailed below:

- 1) Beeswax/beeswax candles made solely from wax derived from vendor apiaries and, in the case of candles, a wick.
- 2) Yarn made solely from fleece derived from vendor-raised livestock.
- 3) Bar soap provided any plant material used in the crafting of the soap is vendor grown/collected (with the exception of plant-based oils such as olive oil or essential oils) and other ingredients grown/raised by vendor constituting at least 20% of soap by weight (i.e. milk, honey, other emollients).

## 6. Crafts

Registered crafts are permitted for sale in April, May, October and November. Vendors who sold at eight Markets in 2013 during the months of June through September will be eligible to sell registered crafts during the months of April and May, 2014. Vendors who have sold at eight Markets in 2014 during the months of June through September will be eligible to sell registered crafts during the months of October and November, 2014. All crafts must be registered and meet the craft guidelines below.

### Craft Registration and Guidelines

- Prior to selling a craft, vendors must bring representative samples of each different type of craft item to Market staff. Items will be reviewed for compliance with the Craft Guidelines at that time. In most cases, Market staff will confirm the eligibility of an item on the day it is submitted, but consideration may extend for up to one week.
- All items must be original and handcrafted by the primary vendor, his/her immediate family (as defined in the vendor contract) or under the direction of the primary vendor.
- Items must be safe, have a reasonable life expectancy and exhibit quality craftsmanship.



- Balms and salves made from beeswax are permitted as long as the beeswax is vendor produced (plant based oils and essential oils are not required to be vendor-produced).
- In items made from or including minimally processed plant materials (i.e. flowers, herbs, vines, gourds, etc.), the plants must be vendor grown/collected.
- Items may not be made from commercial kits or plans, be made from molds not created by the vendor, contain a commercially-made piece central to the design (unless it has been upcycled) or be made in a production studio.
- Items on display must be registered.

## **7. Grown and Prepared at Market by Vendor**

Preparing food at Market is permitted following the guidelines below.

### **Guidelines for Preparing Foods at Market**

- Preparation of food at Market requires prior approval (based on desirability of food item and safety of setup) from staff. A limited number of farm vendors will be given permission to prepare foods at Market. Heating meat will not be permitted.
- All foods prepared at Market must meet the guidelines specified for Value Added Foods except requiring that foods be prepared in a licensed facility.

## **8. Pet Foods**

Pet Foods are farm products made from raw ingredients, almost all of which are produced by the vendor. These products include dairy products and fresh/frozen/preserved meat or other processed agricultural or livestock products. Vendors selling pet foods are required to sign a Pet Foods Addendum attached to the contract, which specifies the regulatory requirements. This addendum is available from Market staff.

## **9. Aquaculture Foods**

Vendors selling Aquaculture Foods, including fish and shrimp, are required to sign an Aquaculture Foods Addendum attached to the contract, which specifies the regulatory requirements. This addendum is available from Market staff.

# Part III. How the Market Works

## A. What Type of Vendor Are You?

There are two categories of Farm Vendors: Reserved Space Vendors and Day Space Vendors.

**Reserved Space Vendors** are vendors who claim the same space for the entire Market season by paying a fee in advance. Each vendor is limited to one reserved space unless otherwise assigned. No portion of the prepaid fee for the reserved space will be refunded after the beginning of the Market season. Vendors who cancel their space reservations prior to the beginning of the season will be charged a \$20 administrative fee. Vendors whose application is denied by the City will receive a refund of all fees paid except the application fee. If, for reasons outside the City's control, reserved spaces become unavailable on a particular Market Day, the Market Master will attempt to reassign those spaces.

**Day Space Vendors** rent small or large spaces available each Market day (see "Market Season Specifics" on pages 9–14 for guidelines in utilizing these spaces).

## B. Vendor Point System

A point system is used to reward vendors who have participated in the Market the longest and most consistently. The system is based on the number of seasons of participation and the number of days of attendance. The same system is used for the Saturday Markets and Tuesday Market; however, points for the four Markets (April, May–October, November and Tuesday) are kept separate. Vendors participating in the Holiday Market will earn one point for each year's participation. Each Market day, a vendor must occupy and be prepared to sell from a vending space for one and one-half hours to be counted in attendance and be eligible to earn points.

Vending spaces are reserved prior to the season based on the following system: vendors with the most points select their spaces first. Space reservations will be made using the total number of points earned at the end of the previous season.

Points are earned and controlled by the primary vendor. Market attendance points are calculated as follows:

1. Two points per season for vending during a given season will be awarded to vendors who have participated in the Market in any of the three "recent seasons" (either the current season and the two prior seasons if Market is underway, or the three previous seasons if the Market has not yet opened for the year).
2. Also, for Market seasons beginning in 1983 up to the "recent seasons," a vendor receives one point for each season she/he sold at Market.
3. Additionally, vendors who participated in the Market any of the three "recent seasons" will receive 0.2 points for each day the vendor sold during those seasons. For the Saturday Market, May–October, a maximum of 4.4 points can be earned (22 days) for daily attendance.

In the event the primary vendor no longer vends at Market, points may be given to secondary vendors for the years they were on the contract. In the event that the contracted vendors develop a spin-off vendor, points accumulated by the primary vendor in that space will either have to be divided among the contracted vendors, or the primary vendor will receive all the points. Vendors who have not sold at Market in more than 5 years will lose all points.

# C. Market Season Specifics

## APRIL MARKET

The Market will open on Saturday, April 5 and continue each Saturday through April 26 from 8 am until 1 pm. To reserve a space, Space Reservation Forms need to be returned by Monday, March 17, 2014, or brought to the Space Reservation Meeting on that date.

For information regarding coming and going, please refer to ENTERING AND EXITING THE MARKET in May–October information on page 10.

### Stall Information for the April Market

- The intention is to use the B, C and D shelters as well as any table vending spaces for the reserved spaces. The setup may be adjusted, dependent on the number of reservation forms received.
- Space assignments will be based on April Market points earned (with May–October season points used as a tie breaker) and space availability.
- Vendor must occupy a reserved space by 7:30 am on Market day or give up all rights to the space for that day.
- Day spaces will be available on a first-come, first-served basis. A map indicating which spaces are unreserved in April will be available in advance of the first Market and from the Market Master. No space reservation form is necessary for day spaces.
- Unused, reserved spaces will be available on a first-come, first-served basis, as well. Vendors wishing to access these spaces will need to sign up on the dry erase board attached to the Market shed when they arrive. The Market Master will notify them of the availability of those spaces at 7:30 am.
- After 8 am, vendors may utilize adjacent, unused spaces with permission from the Market Master.
- Large vending spaces are approx. 230 sq. ft. in size and small vending spaces are approx. 70 sq. ft. in size. Vendors’ set-up must be within the boundaries of their space, with the exception of flared tent legs (the tent canopy cannot exceed the dimensions of the space).

### Rental Fees for the April Market

Vending Space	Reserved Price	Day Price	*Senior price applies only if all vendors and stand assistants on contract are 60 years of age or older.  **Youth price applies only if all vendors on contract are 16 years of age or younger.
Large Space	\$72	\$18	
Large Senior* Space	\$48	\$12	
Small Space	\$40	\$10	
Small Senior*/Youth** Space	\$28	\$7	

## **MAY THROUGH OCTOBER—PEAK SEASON MARKET**

The Market will open on Saturday, May 3 and continue each Saturday through October 25.

Hours: May–September—8 am until 1 pm and October—9 am until 1 pm (except on June 21, when the Market hours will be 8 am until noon to accommodate The Taste of Bloomington). Reservations for May–October reserved vending spaces are made at the Space Reservation Meeting on Monday, March 17, 2014.

Reserved space vendors are required to notify Market staff in person, by e-mail — [farmersmarket@bloomington.in.gov](mailto:farmersmarket@bloomington.in.gov)—or by phone—(812) 349-3738—before 5 pm Friday, or via the Market cell phone—(812) 327-7034—prior to 6:30 am Saturday, if they will not be utilizing their space on a given Market day. If vendor does not notify Market staff in advance of an absence, it will be assumed vendor is not attending Market until notification of his/her attendance is received, and his/her space may in subsequent weeks be utilized as a day stall.

### **Entering and Exiting the Market**

In May–September, in order to alleviate congestion in the Market lot, trailers over 12' in length are required to either be parked in a vendor space or unloaded and removed from the Market by 6:30 am.

Early Vehicle Exit Spaces: Sixteen vending spaces have been designated “Early Vehicle Exit” spaces. Only vendors occupying the “Early Vehicle Exit” spaces will be allowed to exit the Market site, with a Market staff escort, in motorized vehicles between 9:30 am and 12:30 pm (April–September) and between 10:30 am and 12:30 pm (October). The Market Master will determine whether or not it is safe to leave.

Procedures for exiting the Market at 1 pm: The Market Master will sound a whistle at 1 pm indicating vehicle traffic is permitted only for vendors removing their vehicles from the Market. The Market Master will indicate to waiting vendors when space allows for vehicles to enter the Market (vehicles only will be permitted first, followed by vehicles with trailers in tow).

In May–October, vendors waiting to access the Market in a vehicle with trailer in tow must line up on the west side of the CFC parking lot entrance to the Market, with trailers over 12' in length entering the Market last.

In April and November, all vendor vehicle traffic is permitted upon the whistle at 1 pm.

Procedures for entering and exiting the Market may be modified if conditions warrant.

### **Stall Information for the May–October Market**

- Reservations for vending spaces are made in advance of the opening of the Market season at the space reservation meeting. Each vendor may only reserve one vending space unless otherwise assigned.
- Day spaces are available on a weekly basis.
- Vendors must occupy a day (if already assigned) or reserved space by 7:30 am in May–September and 8:30 am in October, or give up all rights to the space for that day.
- Vehicles not parked within a large vending space need to be removed from the lot by 7:30 am in May–September and 8:30 am in October, unless the vendor is accessing an unused, reserved vending space that was reassigned at 7:30 or 8:30, respectively.
- Large vending spaces are approx. 230 sq. ft. in size and small vending spaces are approx. 70 sq. ft. in size. Vendors' set-up must be within the boundaries of their space, with the exception of flared tent legs (the tent canopy cannot exceed the dimensions of the space).

### Accessing Day Spaces in MAY–SEPTEMBER

Vendors interested in participating in the initial distribution of these spaces will need to park their vehicles outside the Market and report to the Market Master at the Market shed by 6:30 am.

Vendors who do not have a space will select one space first, followed by vendors interested in accessing a second space. Space assignments in the 6:30 am pool will be based on the number of points earned by the vendor as of the space reservation meeting for the 2014 season.

Vendors interested in accessing day spaces, arriving after 6:30 am, will need to place their name and space preference on the dry erase board attached to the Market shed. Once all vendors in the 6:30 am pool have received their spaces, spaces will be assigned to vendors arriving after 6:30 am in order of arrival. Vendors arriving after 6:30 am may select two spaces. Vendors interested in accessing more than two spaces should notify the Market Master, and she will notify them of space availability at 7:30 am.

In the event all designated spaces are occupied, the Market Master may assign “Overflow” small vending spaces in locations that do not interfere with customer walkways, current vendor spaces and emergency access. These spaces may be smaller than 70 sq. ft. and can only be utilized by vendors occupying a single stall. Every effort will be made to find stall space for all interested vendors.

### Accessing Day Spaces in OCTOBER

Vendors interested in participating in the initial distribution of these spaces will need to park their vehicles outside the Market and report to the Market Master at the Market shed by 7:30 am.

Vendors who do not have a space will select one space first, followed by vendors interested in accessing additional spaces, with no limit on the number of spaces they may select. Space assignments in the 7:30 am pool will be based on the number of points earned by the vendor as of the space reservation meeting for the 2014 season.

Vendors interested in accessing day spaces, arriving after 7:30 am, will need to place their name and space preference on the dry erase board. Once all vendors in the 7:30 am pool have made their space selections, spaces will be assigned to vendors arriving after 7:30 am in order of arrival, with no limit to the number of spaces they may select.

### Rental Fees for the May–October Market

Vending Space	Reserved Price	Day Price	*Senior price applies only if all vendors and stand assistants on contract are 60 years of age or older.
Large Space	\$468	\$18	
Large Senior* Space	\$312	\$12	**Youth price applies only if all vendors on contract are 16 years of age or younger.
Small Space	\$260	\$10	
Small Senior*/Youth** Space	\$182	\$7	

## TUESDAY MARKET

The Tuesday Market will open on June 3 and continue each Tuesday through September 30, from 4 until 7 pm.

Reserved space vendors are required to notify Market staff in person, by e-mail—farmersmarket@bloomington.in.gov—or by phone—(812) 349-3738 before 5 pm Monday, or via the Market cell phone—(812) 327-7034—prior to 3 pm Tuesday, if they will not be utilizing their space on a given Market day. If vendor does not notify Market staff in advance of an absence, it will be assumed vendor is not attending Market until notification of his/her attendance is received, and his/her space may in subsequent weeks be utilized as a day stall.

### Entering and Exiting the Market

Reserved space vendors accessing spaces 1–11 with a vehicle will enter the Market from 6th Street, and reserved space vendors accessing spaces 12–23 with a vehicle will enter the Market from 7th Street. Vendors interested in accessing day or unused, reserved vending spaces should park outside of the Market area and report to the Market Master—not prior to 2:45 pm and before 4 pm—to be assured a vending space.

At 3 pm and 7 pm, the Market Master will coordinate entry to and exit from the Market. No vehicle traffic will be permitted during Market hours (4–7 pm).

### Stall Information for the Tuesday Market

- Reservations for reserved vending spaces are made at the Space Reservation Meeting on Monday, March 17, 2014. Each vendor is limited to one reserved 10' x 10' vending space, unless otherwise assigned.
- Day vending spaces are available on a first-come, first-served basis.
- Vendors' set-up must be within the boundaries of their space, although vendors' tents or other shelters may extend in front of their space(s) to allow for adequate shading of their product.
- Vendors may not begin setting up until 3 pm. Vendors must occupy a reserved space by 3:30 pm on Market day or give up all rights to the space for that day.

### Vendor Parking for the Tuesday Market

There is ample on-street parking available for vendors in the immediate vicinity of the Market. Parking meters are enforced until 10 pm.

### Rental Fees for the Tuesday Market

Vending Space	Reserved Price	Day Price	*Senior price applies only if all vendors and stand assistants on contract are 60 years of age or older.
10' x 10' Space	\$119	\$7	
10' x 10' Senior*/Youth** Space	\$85	\$5	**Youth price applies only if all vendors on contract are 16 years of age or younger.

## NOVEMBER MARKET

The November Market will be held the first four Saturdays in November from 9 am until 1 pm. To reserve a space, reservation forms need to be returned by Tuesday, September 30, 2014. Space Reservation Forms for the November Market are available from Market staff.

### Entering and Exiting the Market

Proceeding to and from the Market in November is the same as during May–October (see page 10), with the following exception: All spaces are early exit spaces. Early exits may be made between 10:30 am and 12:30 pm with a Market staff escort.

### Stall Information for the November Market

- The intention is to use the B & C shelters as well as any table vending spaces for the reserved spaces. The setup may be adjusted, dependent on the number of reservation forms received.
- Space assignments will be based on November points earned (with May–October points used as a tie breaker) and space availability.
- Vendors must occupy a reserved space by 8:30 am on Market day or give up all rights to the space for that day.
- Day spaces will be available on a first-come, first-served basis. Vendors will receive a map by Friday, October 24, 2014 indicating which spaces are day spaces in November. No space reservation form is necessary for day spaces.
- Unused, reserved spaces will be available on a first-come, first-served basis, as well. Vendors wishing to access these spaces will need to sign up on the dry erase board at the Market shed when they arrive, and the Market Master will notify them of the availability of those spaces at 8:30 am.
- After 9 am, vendors may utilize adjacent, unused spaces with permission from the Market Master.
- Large vending spaces are approx. 230 sq. ft. in size and small vending spaces are approx. 70 sq. ft. in size. Vendors' set-up must be within the boundaries of their space, with the exception of flared tent legs (the tent canopy cannot exceed the dimensions of the space).

### Rental Fees for the November Market

Vending Space	Reserved Price	Day Price	* Senior price applies only if all vendors and stand assistants on contract are 60 years of age or older.  **Youth price applies only if all vendors on contract are 16 years of age or younger.
Large Space	\$72	\$18	
Large Senior* Space	\$48	\$12	
Small Space	\$40	\$10	
Small Senior*/Youth** Space	\$28	\$7	

## **HOLIDAY MARKET**

The Holiday Market will be held Saturday, November 29, 2014 from 10 am until 3 pm. To reserve a space, space reservation forms need to be returned by Tuesday, August 26, 2014. There will be no day spaces available. Space Reservation Forms for the Holiday Market are available from Market staff.

There is a separate application form for craft vendors, which specifies product guidelines and the criteria for selecting artists. The deadline for application for these vendors is Friday, September 5, 2014 and the form is available from Market staff.

Farm vendors wishing to sell processed foods, prepared from scratch by the vendor, that do not qualify as Value Added or Home Based Vendor Foods must apply as a Local Product Vendor using the Holiday Market Space Reservation Form.

### **Entering and Exiting the Market**

Proceeding to and from the Holiday Market is the same as during the May–October Market (see page 10), except that vendors must occupy their space by 9:30 am and may not exit the Market until 3 pm.

### **Stall Information for the Holiday Market**

- The intention is to use the large spaces in the A, B, C & D shelters for farm vendors. If you prefer the small vending spaces in the middle of the Market, those may be available for reservation as well (please note small vending space preferences in the special request section of the space reservation form). The setup may be adjusted depending on the number of space reservation forms received.
- Space assignments will be based on Holiday Market points earned (with May–October points used as a tie breaker) and space availability.

### **Additional Information Specific to Selling at the Holiday Market**

Vendors earn one point for each year in attendance at the Holiday Market.

### **Rental Fees for the Holiday Market**

Cost is \$30 per farm vending space and \$40 per local product vending space.



## D. Gift Certificates and Market Bucks

### Gift Certificates

Market customers can purchase Market Gift Certificates, vouchers which are valued at \$5 or \$20 each, good towards the purchase of products at both the Market and A Fair of the Arts. Any product offered by participating vendors is eligible. Customers can purchase Gift Certificates, with cash or check, during Market hours at the Market information table or in the Parks and Recreation office in City Hall, Monday–Friday from 8 am–5 pm with cash, check or credit/debit card. Gift Certificates are good for one year from date of issue. ***Vendors may give change for Gift Certificate purchases.***

### Market Bucks—Supplemental Nutrition Assistance Program (SNAP)

SNAP improves access among low-income populations to fresh, local food while increasing the customer base for Market vendors. During Saturday Market hours, in the City Hall Atrium, and during Tuesday Market hours, at the Market table, food assistance recipients can exchange the electronic SNAP benefits on their Hoosiers Works cards for Market Bucks (vouchers valued at \$3 each). The Market Bucks can be spent with participating farmers and prepared food vendors for allowable foods.

### Allowable and Non-allowable Foods

**Allowed** foods include fresh fruits and vegetables, meat, eggs, dairy products, bread and other baked goods, cereal and edible grains, packaged foods not intended for on-site consumption, and plants or seeds which will produce food for the SNAP user's consumption. Packaged coffee and tea may be purchased, but not brewed coffee or tea prepared for on-site consumption.

**Disallowed** products include foods sold hot or prepared for on-site consumption, wine, any hot or cold prepared beverages, any foods purchased with the intent of reselling and any non-food items.

### Accepting Market Bucks at Your Booth

Once the customer has made his/her selection, the vendor will verify the eligibility of the selected products, tally the prices and inform the purchaser of the total. In the event that the purchase does not equal an amount divisible by three, the customer may elect to pay the additional amount, or may add or subtract items in order to equal a three dollar increment. ***No money may be given as change or exchanged for Market Bucks.***

### Gift Certificates and Market Bucks Participation

Vendors are encouraged to participate in the Gift Certificate Program/SNAP (GCP/SNAP) offered by the Market. Vendors who have no SNAP-eligible products, and therefore cannot accept Market Bucks, can still participate in the Gift Certificate Program by following the same steps listed below.

In order to participate in 2014, all vendors, regardless of past participation, must: 1) Indicate on the Market application their intention to participate, 2) fill out and return a W-9 form and a City of Bloomington Vendor EFT form, included in the Training Guide, with which you will be provided, and 3) read the GCP/SNAP Farmer/Prepared Food Vendor Training Guide.

## **Redeeming Gift Certificates and Market Bucks for Payment**

The vendor will fill out a Gift Certificates/Market Bucks Redemption Form (available from Market staff in the City Hall atrium) and attach the Gift Certificates and/or Market Bucks being redeemed. These materials can be turned in to Market staff in the City Hall atrium on Saturdays from 9 am to 12:30 pm or to the Market Master on Tuesdays from 4:30 to 6:30 pm. On November 29, the Holiday Market, redemption forms may be turned in at the Parks and Recreation information table from 10 am to 4 pm.

The vendor will receive a redemption receipt and then will be forwarded payment from the City of Bloomington within four to six weeks.

All Gift Certificates and/or Market Bucks should be submitted at Market no later than November 29, the Holiday Market. In the event that a vendor does not redeem Gift Certificates and/or Market Bucks by November 29, the Market Manager or Master may be contacted for possible redemption.

## **E. General Information**

### **Food Safety on the Farm**

Food safety starts on the farm. Market staff can provide you with a handout summarizing farm food safety information. It is vitally important to practice safe food handling on your farm to help protect public health, as well as your family, business and livelihood.

### **Health and Safety Requirements**

All items intended for human consumption must be kept out of direct contact with the asphalt at all times and be in safe and sound condition. The vendor is solely responsible for damages resulting from the sale of unsafe or unsound goods. Glass containers may be used for display purposes only if properly secured. Animals are not permitted in the Market, as defined by the paved area of Showers Common and the Farmers' Market Plaza on the B-Line Trail.

### **Sampling Product**

Vendors interested in sampling their product should see the Market Master for Sampling Guidelines.

### **Equipment and Supplies**

Each vendor must supply his/her own tables or other display equipment. Umbrellas or other weather protection devices are supplied by the vendor and must be securely anchored. The vendor is solely responsible for damages or personal injury resulting from the use thereof. Prior approval is required for any heat-producing devices. All equipment must fit within vendor's designated space, with the exception of tent legs, so long as the canopy of the tent does not exceed the dimensions of the space. Vendors will be required to adjust their setup if it is determined to be unsafe by Market staff.

If selling items by weight, the Vendor must use an N.T.E.P. certified scale which is legal for trade. This scale will be subject to periodic inspection by the Monroe County Department of Weights and Measures. Some produce items are limited by what ways they can be sold. Please contact the Monroe County Department of Weights and Measures to learn about the legal method of sale for the most common fruit and vegetable items. Contact information is on page 20 in the "Vendor Resources" section.

### **Indiana Sales Tax**

Plants, crafts and other non-food items sold in Indiana are subject to sales tax. Vendors should apply for a Registered Retail Merchant's Certificate (RRMC). A business tax application (BT-1) must be filed through the Indiana Department of Revenue along with a \$25 registration fee. RRMcs must be renewed every two years. Fill out the form online at [www.intax.in.gov/](http://www.intax.in.gov/) or call (317) 233-4015 and choose option 3 for more information.

## **Vacating the Market Site**

On Saturdays, excluding the Holiday Market, vendors must vacate the premises, including the removal of all personal items and equipment, by 2 pm (with the exception that vendors' vehicles may remain in the Showers Common lot). On Tuesdays vendors must vacate the premises, including the removal of all personal items and equipment, by 7:30 pm.

Vendors must clean litter and debris before leaving, or be subject to a fine of \$100.00 for violation of Bloomington Municipal Code 6.06.010.

Vendors who remove their vehicle from the lot during Saturday Market hours should park in the IU C Permit lot which is accessed from the alley between 9th and 10th Streets off Morton Street.

## **Farmers' Market Nutrition Program**

The Farmers' Market Nutrition Program (FMNP) is a USDA-funded program managed by the Indiana State Department of Health. The FMNP has two components: 1) For Women, Infants and Children (WIC) program participants and 2) for low-income seniors. Participants in the FMNP are provided with \$3 or \$4 vouchers which can be used to purchase fresh fruits and vegetables from participating vendors. Vendors interested in participating should contact the FMNP Coordinator, whose contact information is on page 20 in the "Vendor Resources" section.

## **Organic Certification**

The Indiana Department of Agriculture Organic Resource Guide is available from Market staff. Visit [www.ams.usda.gov/nop](http://www.ams.usda.gov/nop) for more information, including a list of USDA-accredited certification agencies. Federal law, which went into effect in 2002, requires that any grower with sales over \$5,000 calling their product organic, must be certified organic by a USDA-accredited agency. Growers with gross sales less than \$5,000 may call their product organic as long as they comply with all the USDA rules.

## **Musicians**

In addition to the scheduled performers on the circular stage, many musicians (buskers) choose to perform in and around Market, adding to the community and cultural experience. These impromptu performances are permitted in designated areas following the Busking Guidelines (available from Market staff).

## **Information Alley**

The City of Bloomington Parks and Recreation Department is committed to providing an environment where issues and ideas are openly discussed and explored. In order to provide an atmosphere in which open communication can occur without disrupting the other activities at the Market, community groups, organizations, businesses and individuals interested in sharing information may do so in a designated area (see map on page 21) following specific guidelines (available from Market staff). Information Alley participants pay a \$10 application fee, as well as a \$10 daily space fee.

## **Prepared Food Vendors**

On Saturdays, you will find several prepared food vendors within the Market. These spaces were created to bring the Market customer a variety of goods which complement the produce and local products that are available from the farm vendors. These special vendors are awarded rights to sell their types of products. For this privilege, these vendors pay an annual vending fee, as well as 10% of their gross proceeds, to the Market. Contact Marcia Veldman (contact info on page 1) for more information regarding product guidelines, criteria for selecting vendors and to receive a request for proposal to operate a Prepared Food vending stall.

## **A Fair of the Arts**

The City of Bloomington Parks and Recreation Department invites local artists to participate in A Fair of the Arts, an arts and fine crafts fair held on the brick plaza in front of City Hall on the second Saturdays of the peak season: May 10, June 14, July 12, August 9, September 13, and October 11. Applications received by Tuesday, February 18, 2014 will receive full consideration. Please contact Greg Jacobs at (812) 349-3725 or [jacobsg@bloomington.in.gov](mailto:jacobsg@bloomington.in.gov) for more information regarding product guidelines, criteria for selecting artists and to receive an application.

## **ATM Machine**

There is an automated teller machine located in City Hall on the first floor situated between the accessible men's and women's restrooms.

## **Severe Weather**

During Market hours, the staff member inside City Hall will monitor the weather radar. If severe weather is imminent, the Market Master will then notify the Market vendors. At any time participants can go into City Hall and ask the Market assistant for a weather update.

In the event of thunder, lightning, high winds, tornado, hail or other severe weather at the Market site, it is recommended the participants take shelter on the lower level of City Hall. In the case of heavy rain, thunder or lightning, if you cannot take cover in the building, then move to an enclosed vehicle with a metal roof and closed windows, taking care not to touch the metal frame of the vehicle until the threat has passed.

The Monroe County emergency sirens sound with a steady tone in the event that the National Weather Service has issued a tornado warning for the county or if emergency personnel have sighted a funnel cloud or tornado. At the time of the siren sounding, the Market Master will alert Market patrons that the lower level of the City Hall is the safest nearby location to seek shelter until the threat has passed. The tornado siren will sound for 5 minutes, but the cessation of the siren does not necessarily mean that the threat of tornado has passed. Market staff will notify participants in City Hall when it is safe to return to the Market.

## **Vendor Profiles on Market Web Site**

Vendors are invited to submit information and a photo for an online profile page on the Market Web site: [bloomington.in.gov/farmersmarket](http://bloomington.in.gov/farmersmarket). The profiles give Market customers a chance to learn more about your farm, growing practices, available product and contact information.

To establish a profile either submit an online application or a paper application. The link to the online application or the paper application is available by contacting Market staff. Profile information is due by Monday, April 7, 2014. Updates to existing profiles will only be made once a year, during the application period, unless a major life event occurs that makes the profile inaccurate.

# **VENDOR ETIQUETTE AND TIPS**

## **Commitment to Market's Mission**

The vendors collaborate with each other and the City to achieve the Market's mission. As a party to the 2014 Bloomington Community Farmers' Market Farm Vendor Contract, vendors shall represent that joint mission in a professional manner, and reflect their commitment to quality services and customer satisfaction.

## **Identify your space**

The Farmers' Market Advisory Council suggests you display your name each week. This will make it easier for customers to get to know you.

## **Smoking**

Smoking is prohibited within the Market, as defined by the paved area of Showers Common and the Farmers' Market Plaza on the B-Line Trail, during Market hours or on the Showers Plaza during A Fair of the Arts.

## **Tape on Shelters**

To keep the shelters looking their best, please do not tape anything to the shelters.

## **Electricity**

There are a few electric outlets located in the Market (see map on page 21). Vendors located next to an outlet may utilize the electricity for themselves and/or allow other vendors access. Extension cords may not cross frequently traveled customer paths. Generators are not permitted.

## **Excess Produce**

Hoosier Hill Food Bank will have a truck at the Saturday Market in May–October in case you have extra produce or flowers you would like to donate.

## **Compost**

Any produce you may have that is too damaged to donate to the Food Bank must be removed from the Market. Do NOT place compost in the trash cans.

## **Space Clean-Up**

Clean up your area prior to leaving the Market. Dustpans and brooms are available in the Market shed for your use.

## **Dumping Water**

Be considerate of vendors downstream, and pour excess water out on the plants in the landscaped areas.

## **Landscaping Carts**

Three landscaping carts are available on a first-come, first-served basis at the Market shed to assist you in moving produce and supplies in and out of the Market. After using, please return carts to the Market shed.

## **Vehicles and Trailers**

Vendors must work together when maneuvering vehicles through the Market. In particular, vendors unloading and removing vehicles (especially vehicles with trailers) from the Market must do so in a timely manner and in a way that does not unreasonably disrupt the vendor vehicle traffic flow in to and out of the Market. Detailed information on trailers in the Market is found on page 10.

# F. APPENDIX

## VENDOR RESOURCES

### **Department of Natural Resources, Entomology Division**

402 W. Washington St., Room 290W  
Indianapolis, IN 46204  
(317) 232-4120  
[www.in.gov/dnr/entomolo](http://www.in.gov/dnr/entomolo)

### **Indiana State Department of Health Farmers' Market Nutrition Program**

2 N. Meridian St. 8E  
Indianapolis, IN 46204  
[inwic@isdh.in.gov](mailto:inwic@isdh.in.gov)  
(800) 522-0874  
[www.in.gov/isdh/24776.htm](http://www.in.gov/isdh/24776.htm)

### **Monroe County Department of Weights and Measures**

119 W. Seventh St.  
Bloomington, IN 47404  
(812) 349-2566  
[www.co.monroe.in.us/tsd/Government/  
Inspection/WeightsMeasures.aspx](http://www.co.monroe.in.us/tsd/Government/Inspection/WeightsMeasures.aspx)

### **Monroe County Extension Office**

3400 S. Walnut St.  
Bloomington, IN 47401  
(812) 349-2575  
[www.ag.purdue.edu/counties/monroe](http://www.ag.purdue.edu/counties/monroe)

### **Monroe County Health Department— Food Safety**

Sylvia Garrison  
119 W. Seventh St.  
Bloomington, IN 47404  
(812) 349-2543  
[www.co.monroe.in.us/tsd/Community/Health/  
FoodSafety.aspx](http://www.co.monroe.in.us/tsd/Community/Health/FoodSafety.aspx)

### **State Egg Board**

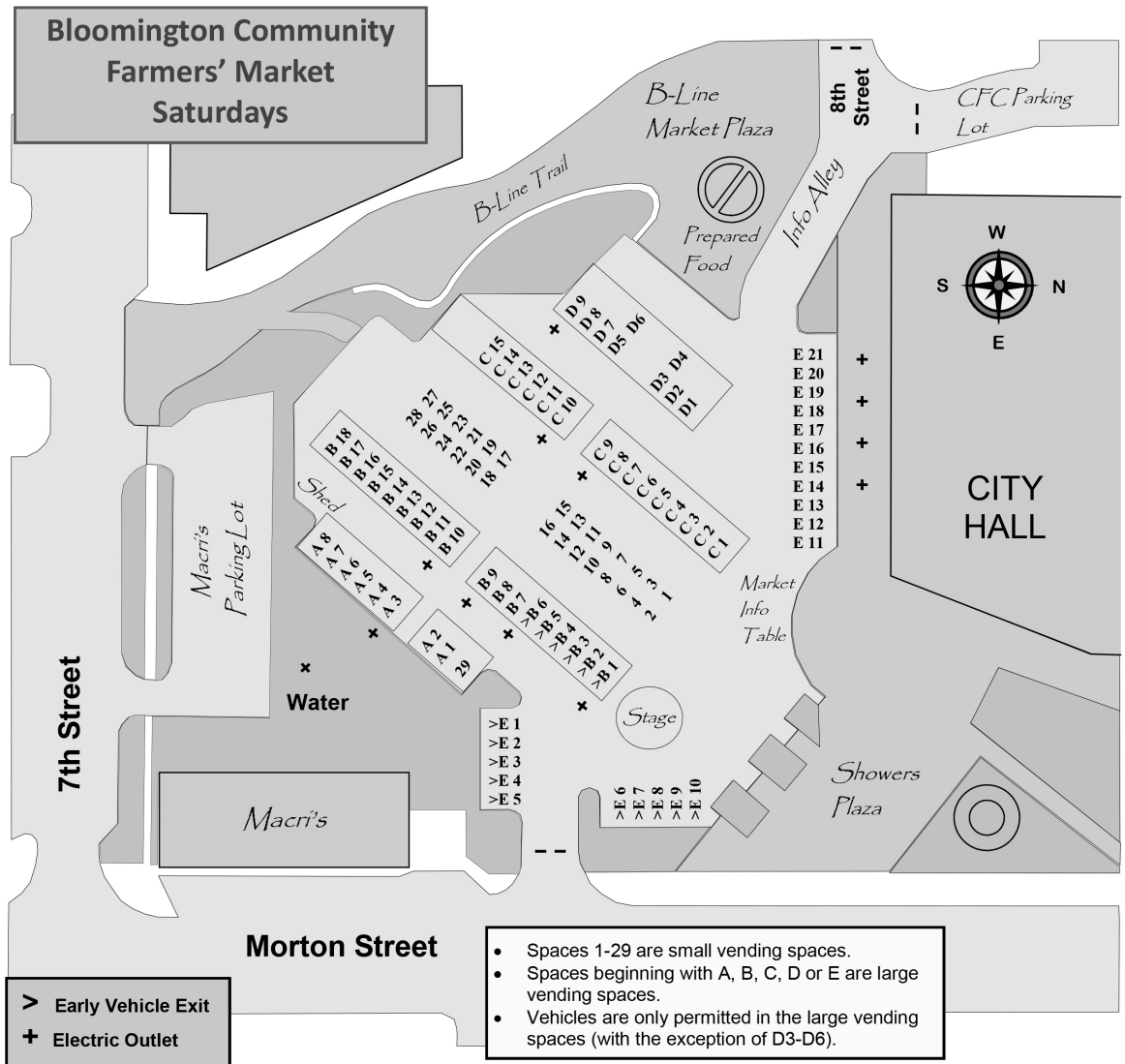
Poultry Science Building, Purdue University  
125 S. Russell St.  
West Lafayette, IN 47907  
(765) 494-8510  
[www.ansc.purdue.edu/ISEB](http://www.ansc.purdue.edu/ISEB)

### **Local Growers Guild**

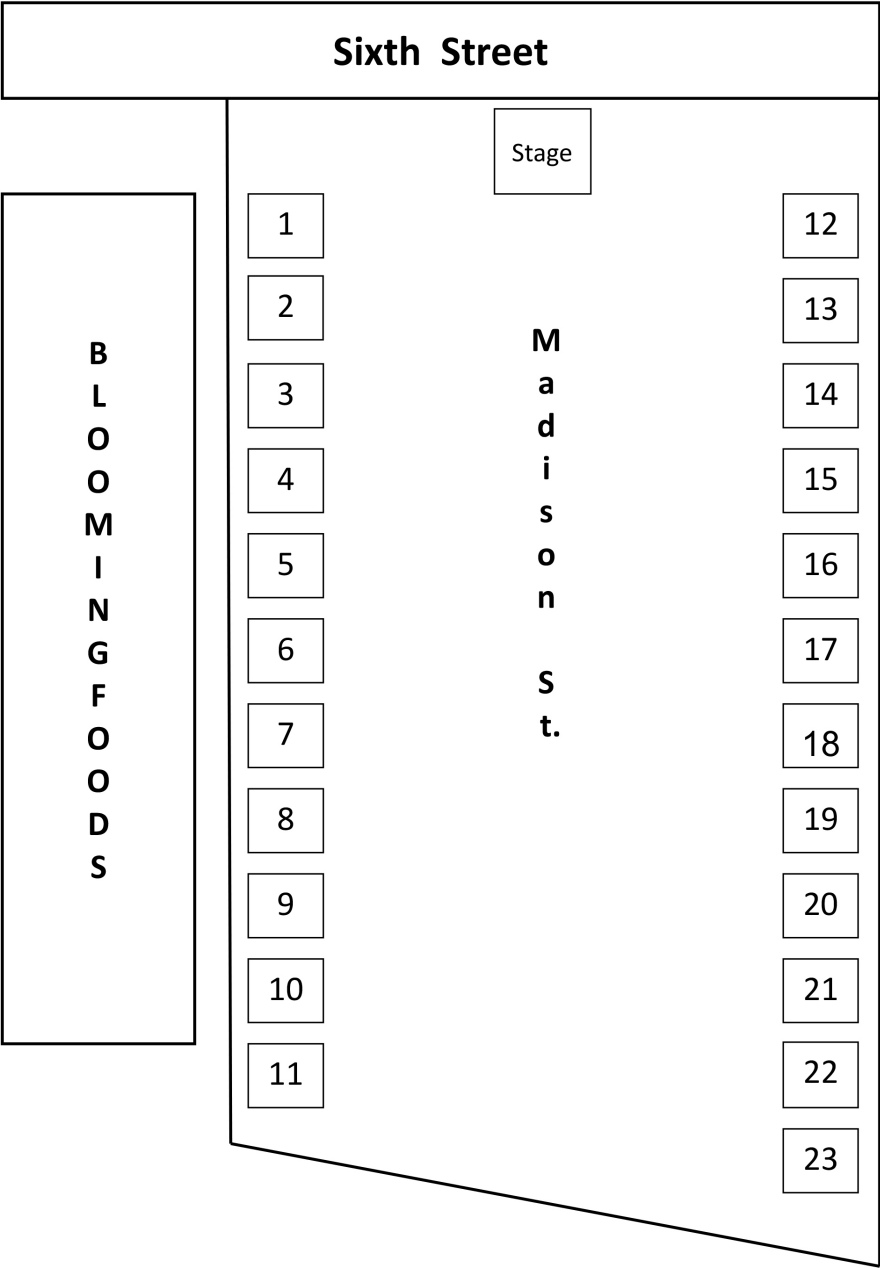
Megan Hutchison, Director  
P.O. Box 2553  
Bloomington, IN 47402  
[localgrowers@localgrowers.org](mailto:localgrowers@localgrowers.org)  
[www.localgrowers.org](http://www.localgrowers.org)

### **Farmers' Market Advisory Council Vendor Representatives**

There are four Vendor Representatives. At the time of printing this Handbook the selection of the representatives has not been finalized. Please check the Web site for an up-to-date list of FMAC representatives, their contact information and terms.



**Bloomington Community  
Farmers' Market  
TUESDAYS**



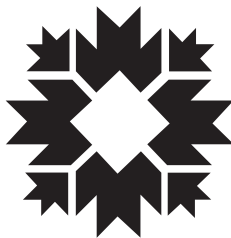


## IMPORTANT DEADLINE DATES IN 2014

- **Monday, March 17, 2014**—*April Market Space Reservation Forms* need to be turned in to the Parks and Recreation office or brought to the Space Reservation Meeting.
- **Monday, March 17, 2014**—*May–October & Tuesday Market Space Reservation Meeting and Potluck* Vendors wishing to reserve a space for these Markets need to attend this meeting at 6:30 pm in the City Hall Council Chambers. The potluck is optional and starts at 5:30 pm.
- **Monday, March 24, 2014**—*Farm Vendor Application, Contract and Addenda* need to be on file, or, if reserving a space, at the time reservation is made.
- **Monday, April 7, 2014**—*Online and paper applications for submitting Vendor Profiles* on the Market Web site due.
- **Tuesday, August 26, 2014**—*Holiday Market Space Reservation Forms* need to be turned in at Market or to the Parks and Recreation Office.
- **Tuesday, September 30, 2014**—*November Market Space Reservation Forms* need to be turned in at Market or to the Parks and Recreation Office.

## CHECKLIST OF FORMS TO SELL AT MARKET

- **Farm Vendor Application**—All vendors selling at Market must have this form on file by the deadline listed above.
- **Farm Vendor Contract**—All vendors selling at Market must have this form on file by the deadline listed above.
- **Addenda to the Contract**—Any vendor selling Value Added Foods, Home Based Vendor Foods, Pet Foods or Aquaculture Foods must have the appropriate Addendum on file and any additional paperwork required by the different regulatory agencies, which is specified on each Addendum, by the deadline listed above.
- **April, November and Holiday Market Space Reservation Forms**—Any vendor interested in reserving a space for one of these Markets must turn in reservation forms by the deadline listed for each above.
- **City of Bloomington W-9 and Vendor EFT Forms**—Any vendor accepting Gift Certificates and/or Market Bucks (see page 15) must have these forms on file.



**CITY OF BLOOMINGTON**  
**parks and recreation**



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Community Farmers' Market*

**[bloomington.in.gov/farmersmarket](http://bloomington.in.gov/farmersmarket)**